

TRADE SHOW OPPORTUNITY

AGROEXPO 2003

BOGOTA, COLOMBIA

The Show:

Over its 28-year history, AGROEXPO 2003 has become the main agricultural and livestock event in Latin America. More than 10 countries exhibit their products and equipment at this show, including Germany, Italy, the Netherlands, Switzerland, Belgium, France, Canada and most of the Andean countries. The show concentrates on food, agricultural inputs and machinery, and livestock, including horses. AGROEXPO will take place July 31-Aug. 10, 2003, at the Corferias Fair Grounds, Bogota, Colombia.



The U.S. agricultural office in Bogota will rent a 42-square-meter space for an **American Café** display of U.S. agricultural products and information on U.S. exporters. The office will arrange with the consolidator "Just-in-time" in Miami to consolidate and ship your products. Information brochures should be sent directly to the Bogota agricultural office ahead of time.

The Market:

With a population of 40 million, Colombia is the largest importer of U.S. agricultural products in Latin America after Mexico, with total imports of \$485 million in fiscal 2002. It is a major importer of a broad range of processed food products and beverages, has one of South America's most modern, dynamic supermarket sectors and has a diverse, thriving restaurant sector.

Best Product Prospects:

Snack foods, dairy products, salad dressings, pre-mixes, wines, olive oils, balsamic oils, microwave-ready products, spices, condiments, confectionery candy, canned meats and produce, jams, jellies, cookies, crackers, pancakes and cake mixes, pastry, frozen foods, cereals, gourmet foods, pet foods, energy beverages, flavored teas, ready-to-eat foods, canned soups, refrigerated and non-refrigerated snacks for children, dried fruits, baby foods, extracts and powders (vanilla, almond, lemon, etc.), health foods, all edible nuts

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